Case Study: Simplified & Systematic Notes (MBA Perspective)

1. **Definition & Purpose of a Case Study**
   When someone proclaims, I am great. Or when someone says, that person over there, they're really great. I'd say it's the second for two reasons. First, because the person who says how great they are has no perspective. They honestly don't know if they're great. Second, because they're acting in their own self-interest. They have something to gain from convincing you that they're great. But the independent voice has an outside perspective and won't gain directly from the endorsement. Moreover, that outside person has stories to tell about what makes that other person so great. This is the main benefit of a case study for marketing purposes.

- A **marketing case study** is a **customer success story** that highlights how your product/service solved their problem.
- More credible than self-promotion because:
  - **Independent perspective** (customer's voice).
  - **No self-interest bias** (customer gains nothing by praising you).
  - Includes **real stories & proof** of success.

2. Key Characteristics of a Marketing Case Study

- **Length:** Typically **300–1200 words** (short, engaging, skimmable).
- **Visuals:** Includes **headlines, images, charts** for quick impact.
- **Structure:** Follows a **clear narrative** (problem → solution).
- **Voice:** Mostly **customer quotes** (minimal sales language).

Note:

- **Avoid confusion** with academic case studies (e.g., psychology, law).
- Marketing case studies focus on **customer testimonials & business impact**.

3. Steps to Create a Case Study

1. **Define Audience & Goal**
   - Who are you targeting?
   - What action should they take after reading?
2. **Select the Right Customer**
   - Choose a **sympathetic, successful client** (ideal for your audience).
   - Confirm their **willingness to participate** (interview + public quotes).

3. **Gather Materials**
   - Customer quotes, **metrics/charts**, photos, etc.
4. **Write the Case Study**
   - Keep it **story-driven** (problem → solution → results).
   - Use **customer's words** (not your sales pitch).
5. **Review & Approval**
   - Share with stakeholders (customer + internal team) for **feedback & buy-in**.
6. **Publish & Distribute**
   - Layout, design, and **promote across channels** (website, social media, sales decks).

4. Key Takeaways (Why Case Studies Matter)

- **Builds trust** (third-party validation > self-promotion).
- **Strengthens customer relationships** (public recognition).
- **Drives conversions** (prospects see real-world success).

Final Note:

- The **writing is just 10%** of the process—**90% is preparation** (customer selection, data gathering, approvals).
- **Success depends on delivering real value first** (case study only documents it).

How Case Studies Are Used – Simplified & Structured Notes (MBA Perspective)

1. Traditional Uses of Case Studies

- **Printed format:**
  - Typically a **one-page, double-sided color document**.
  - Handed out at **trade shows, sales meetings, or included in product packages**.
  - Part of **marketing collateral** (along with press releases, price sheets, and tech specs).

2. Digital & Modern Formats

- **PDF Uploads (Basic but Not Ideal)**
  - Easy to upload but **poor user experience** (requires download/zoom).
  - **Not SEO-friendly** compared to web text.
- **Optimized Online Formats:**
  - **Webpage version** (better for SEO, readability, and engagement).

- **Embedded customer videos** (show real testimonials).
- **Video/Audio case studies** (for YouTube, social media, events).

Key Note:

- **Video quality matters!** Poor production = lower credibility.
- If DIY, learn proper **interview recording techniques** (or hire professionals).

3. Integration with Other Marketing Assets

- **White papers & annual reports** – Adapt case study format to fit.
- **Blogs, newsletters, podcasts** – Repurpose content for wider reach.
- **Social media (LinkedIn, Twitter, etc.)** – Share snippets, videos, or links.

4. Distribution Strategy (Critical for Success)

Before creating a case study, ask:

- **Where will it be hosted?** (Website, third-party platforms?)
- **How will it be promoted?** (Email campaigns, PR, paid ads?)
- **Does it align with existing content marketing?** (Blogs, social media, podcasts?)
- **Should PR/marketing agencies be involved?** (They may suggest better distribution channels.)

5. Multi-Format Advantage

- **Works standalone** (printed or digital).
- **Flexible for repurposing** (videos, social posts, reports).
- **Maximizes ROI** by fitting into broader marketing campaigns.

Key Takeaways (MBA Insight)

☑ **Case studies are versatile** – Use print, web, video, and audio formats.
☑ **Distribution planning is crucial** – Align with marketing channels beforehand.
☑ **High-quality production enhances credibility** (especially for video case studies).
☑ **Repurpose content** across blogs, social media, and reports for wider impact.

Final Note:

- A well-planned case study **works across multiple platforms**, amplifying marketing efforts with minimal extra cost.
- **Always think beyond PDFs** – Interactive, engaging formats perform better digitally.

Why This Matters for MBA Students?

- Demonstrates **integrated marketing strategy**.
- Highlights **cost-effective content repurposing**.
- Shows how **customer stories drive B2B/B2C trust**.

Examples of Case Studies – Structured Notes (MBA Perspective)

1. Importance of Studying Examples

- **Purpose-driven writing** – Format should match the medium (e.g., novel vs. banner ad).
- **Learn by imitation** – Familiar structures help readers focus on content, not format.
- **DocSend.com** – A great resource with **150+ case study examples** across industries.

2. LinkedIn's Case Study Breakdown

- **Title & Subtitle** – Clear, concise summary in just **7 words**:
  - **Goal:** "*Increasing brand awareness*"
  - **Solution:** "*with LinkedIn Company Pages.*"
- **Right-hand column** – Standard **case study structure**:
  - **Challenge → Solution → Results**
- **Why LinkedIn?** – Extra section reinforcing credibility.
- **Two-page format** – Mixes **narrative + customer quotes**.
- **Second page** – Features:
  - **Pull quote** (key testimonial).
  - **Solution screenshot** (visual proof).
- **Improvement Suggestion**:
  - **Bolder design** (bigger graphics, shorter headlines, action verbs).

3. Sprinklr's Case Study (Social Media Management)

- **Three-page format** (unconventional but effective).
- **Strong visual-first approach** – Leading with an **engaging graphic**.
- **Sections**:
  - **Background → Problem → Results**
  - **Epilogue** (solution details + services offered).
- **Bold pull quote** – Highlights customer satisfaction.

4. Ceros' Interactive Case Study (Digital Content Agency)

- **Leverages online features**:
  - **Website animation** (showcasing work for a healthcare client).
  - **Embedded interactive graphics** (for an image recognition company).
- **Key Takeaway**:
  - **Beyond text** – Use **multimedia (animations, interactivity)** to engage readers.

5. Key Learnings from Examples

☑ **Structure matters** – Follow **Challenge** → **Solution** → **Results** for clarity.
☑ **Visuals > Text** – Graphics, pull quotes, and screenshots **increase engagement**.
☑ **Adapt to medium** – Print (LinkedIn), long-form (Sprinklr), interactive (Ceros).
☑ **Stand out creatively** – Use animations, embedded demos, or unconventional formats.

Actionable Insights for MBA Students

📌 **Study top examples** (DocSend, LinkedIn, Sprinklr, Ceros).
📌 **Prioritize clarity** – Summarize key points in **headlines/subtitles**.
📌 **Use multimedia** – Videos, animations, and interactive elements **boost retention**.
📌 **Test different formats** – What works for B2B may differ for B2C.

Why This Matters?

- Case studies are **not just reports**—they're **marketing tools**.
- The best ones **balance storytelling, visuals, and data**.
- **Innovative formats** (like Ceros') can **differentiate your brand**.

Final Tip:
Before writing, **collect 3-5 competitor case studies**—reverse-engineer what works!

Tailoring Your Message: Understanding Your Audience

As an MBA student, I recognize that effective communication hinges on understanding your audience's unique needs. A CEO, a software developer, and a social media manager each have distinct priorities, decision-making processes, and success metrics. To craft a compelling

narrative—whether in marketing, sales, or strategy—you must align your message with these factors.

The Three-Act Framework: Problem, Solution, Results

Much like *The Hero's Journey*, a persuasive case study follows a clear structure:

1. **The Problem** – What does your audience care about?
2. **The Solution** – How do they evaluate options?
3. **The Results** – How do they measure success?

Let's break this down for three key personas:

- **CEOs** focus on high-level outcomes—growth, risk mitigation, and ROI. They don't need granular details but demand clear, impactful results.
- **Software Developers** prioritize precision. They want to know *exactly* how a solution works and its technical feasibility.
- **Social Media Managers** operate in a fast-paced environment. They need concise, trend-aligned insights that help them adapt quickly.

Case Study Example: Landon Hotel

Suppose we're marketing the Landon Hotel to event planners. Our case study subject is an association event manager who previously hosted a 500-person conference. To refine our pitch:

1. **Audience Alignment** – Target event managers with similar needs (space, budget, logistics).
2. **Solution Fit** – Highlight scalability (e.g., "Our ballroom accommodates 2,000, so you have room to grow").
3. **Budget Positioning** – Emphasize competitive pricing or premium value, depending on the hotel's market position.

Key Takeaway for MBA Professionals

Success lies in **strategic emphasis**—tailoring your message through:

- **Content** (What you say)
- **Delivery** (How you say it: tone, visuals, format)
- **Case Study Selection** (Choosing a relatable success story)

By aligning your narrative with your audience's priorities, you turn data into persuasion—a critical skill in any business leadership role.

Class Notes: Matters of Format and Style in Business Communication

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Key Takeaways

1. **Audience-Centric Communication:**
   - To be understood, speak the language of your audience.
   - Different audiences appreciate different formats and styles.
2. **Two Key Aspects of Written Communication:**
   - **Format** – How the content is presented (print, online, video, etc.).
   - **Style** – Visual and linguistic choices that influence perception.

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1. Format: How Will Your Content Be Presented?

Considerations:

- **Medium:** Print, online, video, or a mix?
- **Special Needs:**
  - **Video:** Requires filming interviews, B-roll footage, and balancing narration with visuals.
  - **Print/Online:** Requires planning length, text-to-image ratio, and readability.
- **Shape:** Balance between text, images, pull quotes, and headings.

Example:

- **Printed Case Study (One Sheet, Front & Back):**
  - ~400-600 words (concise writing).
  - Heavy on visuals (images, infographics).
- **Online Case Study:**
  - Must be placed prominently (not hidden in a website corner).
  - Use templates for consistency across multiple case studies.

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2. Style: Visual & Writing Tone

A. Visual Style

- Layout, margins, colors, fonts, and graphics influence perception.
- **Example 1: IBM (Conservative Style)**
  - Minimal graphics (only a logo).
  - Wide margins (conveys professionalism, similar to annual reports).
- **Example 2: Modern Startup (Creative Style)**
  - Heavy on patterns, logos, and text elements.
  - First-person narrative (less formal, more engaging).

B. Writing Style

- Tone (formal vs. informal).
- Language (fact-based vs. opinionated).
- **Example:**
  - **IBM:** Dispassionate, factual language ("just the facts").
  - **Startup:** Conversational, first-person storytelling ("We helped X achieve Y").

Simple Exercise: Compare Two Case Studies

Feature	IBM (Traditional)	Startup (Modern)
Visuals	Minimal (only logo)	Patterns, logos, minimal images
Layout	Wide margins, formal	Dynamic, eye-catching
Writing Tone	Fact-based, neutral	First-person, informal

Takeaway: Match format and style to audience expectations.

Final Thought

- **Consistency is key** – Use templates if producing multiple pieces.
- **Adapt to audience** – A formal report for executives vs. a colorful infographic for social media.

Next Steps: Analyze a real business case study and identify its format & style choices.

Key Elements of a Case Study

Purpose: To systematically present a real-world business scenario, analyzing problems, solutions, and outcomes with supporting evidence.

1. Core Text Elements

- **Headline/Title:**
  - *First impression*; must be compelling and concise.
  - *Example:* *"How XYZ Corp. Boosted Revenue by 200% Using AI-Driven Logistics"*
- **Subheads/Section Headings:**
  - Follow a logical flow (e.g., *Challenge → Solution → Results*).
  - *Example:*
    - *"The Challenge: Supply Chain Inefficiencies"*
    - *"The Solution: Implementing SmartWare AI"*
- **Narrative Text (400–500 words/page):**
  - Concise storytelling with data-driven insights.
  - *Example: "Facing delayed shipments, XYZ Corp. partnered with SmartWare to automate route optimization, cutting delivery times by 35%."*
- **Captions & Legal Text:**
  - Describe graphics/photos; include copyrights/disclaimers.

2. Supplementary Text Elements

- **Pull Quotes:**
  - Highlight key testimonials; pair with headshots.
  - *Example: "SmartWare's platform transformed our logistics overnight." — Jane Doe, COO, XYZ Corp.*
- **Sidebars:**
  - Add context (e.g., *"Industry: Retail | Employees: 5,000"*).
- **Bulleted Lists/Tables:**
  - Summarize data or steps.

- *Example:*

Metric	Pre-Solution	Post-Solution
Delivery Time	72 hrs	47 hrs

- **Callout Boxes:**
  - Emphasize critical points (e.g., *"Key Takeaway: AI reduced costs by 22%."*).

3. Graphical Elements

- **Photographs:**
  - *Headshots* (e.g., interviewee with quote).
  - *Establishing shots* (e.g., company HQ or product in use).
- **Charts/Graphs:**
  - Visualize data (e.g., bar graph showing revenue growth).
- **Logos/Screenshots:**
  - Branding or software demonstrations.

4. Optional Digital Elements (Online Case Studies)

- **Videos:** Client testimonials or product demos.
- **Interactive Graphics:** Clickable data visualizations.

Best Practices

- **Audit Existing Materials:** Gather client data, quotes, and visuals *before* writing.
- **Balance Text & Graphics:** Use visuals to break text and reinforce key points.
- **Maintain Consistency:** Align tone/style with brand guidelines.

Why This Works:

- **No Ambiguity:** Direct examples (e.g., XYZ Corp.) clarify abstract concepts.
- **Actionable Structure:** Bullets/tables enable quick comprehension.
- **Visual + Text Synergy:** Shows how elements complement each other (e.g., pull quote + headshot).

Let me know if you'd like to emphasize a specific element (e.g., data visualization) further

MBA Student Notes: Interviewing the Subject for a Case Study

Objective:

To gather authentic, compelling insights from a satisfied customer to build a credible and persuasive case study.

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1. Selecting the Right Interviewee

Criteria:

- **Highly Satisfied Customer**: Only interview someone who had a *positive experience* with your product/service.
- **Specific Individual**: Case studies need a *real person*—not just a company.
  - Example: *Interview the "Meeting Planner" at Landon Hotel, not just "Landon Hotel."*
- **Willingness to Participate**: The subject must agree to:
  - Speak **on the record** (name, title, and likeness used).
  - Provide **follow-up clarifications** (fact-checking, quote approval).

Avoid:

- Offering financial incentives (discounts, freebies) in exchange for participation—this undermines credibility.

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2. Preparing for the Interview

Before the Interview:

- **Get Permission**: Clearly explain the process, usage, and benefits.
  - Example: "*This case study will showcase how our solution helped you succeed—would you be open to sharing your story?*"
- **Minimize Hassle**: Conduct interviews at *their convenience* (phone/video/in-person).
- **Internal Alignment**: Ensure *your company's stakeholders* approve the case study direction.

Interview Recording:

- Always **ask for consent** to record upfront.
  - Example: "*I'd like to record this interview for accuracy—is that okay? Can we use your quotes in our marketing materials?*"

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3. Conducting the Interview

Goal:

- Extract **specific details** and **quotable testimonials** that highlight:
  - **The Problem** (What challenge did they face?)
  - **The Solution** (How did your product/service help?)
  - **The Results** (Measurable outcomes & benefits).

Sample Questions:

1. **Problem-Focused:**
   - "*What challenges were you facing before using our solution?*"
   - Example Answer: "*We struggled with low booking rates for our conference halls.*"
2. **Solution-Focused:**
   - "*How did our product/service address these challenges?*"
   - Example Answer: "*Your online booking system made it easier for planners to reserve spaces instantly.*"
3. **Results-Focused:**
   - "*What measurable improvements have you seen?*"
   - Example Answer: "*Bookings increased by 40% within three months.*"

Pro Tips:

- **Be Flexible**: Let the conversation flow naturally—some of the best quotes come from unplanned responses.
- **Clarify Usage**: Confirm how their quotes/images will be used (e.g., website, brochures).

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4. Post-Interview Steps

1. **Transcribe & Extract Key Quotes**:

- Highlight impactful statements.
- Example: "*The new system saved us 20 hours per month in admin work.*"

2. **Fact-Check & Approve**:
   - Send quotes to the interviewee for **verification**.
3. **Structure the Narrative**:
   - Weave quotes into a compelling story (Problem → Solution → Results).

Example: Landon Hotel Case Study Snippet

Problem:

"Before, we lost clients because our booking process was too slow." – Sarah Lee, Events Manager

Solution:

"The automated system cut booking time from 2 days to 2 hours."

Result:

"Conference hall occupancy rose by 35% in Q1."

Key Takeaways:

☑ **Interview happy customers only**—authenticity matters.
☑ **Record with permission**—ensures accuracy.
☑ **Focus on problem-solution-results**—structure drives impact.
☑ **Get approvals**—avoid legal/PR risks.

By following this process, you'll create a **credible, engaging, and results-driven** case study.

Need refinements? Let me know if you'd like to emphasize legal disclaimers or B2B vs. B2C differences!

MBA Student Notes: Extracting & Organizing Quotes for Case Studies

Objective:

To systematically transform raw interview content into concise, impactful quotes that align with the case study's **Problem** → **Solution** → **Results** structure.

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1. Transcribing the Interview

- **Time Investment**: 5–10 minutes per minute of audio.
- **Writer's Role**:
  - Transcribe manually to identify key quotes *during* the process.
  - **Bold** noteworthy statements (quotes/facts) for easy extraction.
  - *Example*:
    - Raw: "*We were losing clients because our booking system was outdated… it took days to confirm reservations.*"
    - Bolded: **"We were losing clients because our booking system was outdated."**

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2. Organizing Quotes by Theme

Color-Coding (Optional but Effective):

- **Red (Problem)**: Pain points/challenges.
  - *Example*: "*Our manual processes caused 20% booking errors.*"
- **Blue (Solution)**: How your product/service helped.
  - *Example*: "*The automated platform reduced errors to 2%.*"
- **Green (Results)**: Quantifiable outcomes.
  - *Example*: "*Revenue increased by $50K in Q3.*"

Tools: Use highlighters (physical/digital) or tags in apps like Word/Google Docs.

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3. Refining Quotes

Goals:

- **Shorten**: Remove filler words (e.g., "*um,*" "*like*").

- **Sharpen**: Emphasize key messages.
- **Rephrase**: Improve clarity *without distorting meaning*.

Process:

1. Copy raw quotes to a new document (preserve originals).
2. Trim redundancies/tangents.
   - *Before*: "*So, uh, we implemented the tool, and honestly, it was a game-changer because, like, our team saved hours.*"
   - *After*: **"The tool was a game-changer—our team saved 15 hours/week."**
3. Combine related snippets for flow.

Ethical Note:

- Send refined quotes to the interviewee for **approval** before finalizing.

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4. Structuring for the Case Study

Template:

1. **Problem Section**: 3–5 refined quotes.
   - *Example*: "*50% of our bookings had errors before switching to XYZ.*"
2. **Solution Section**: 3–5 quotes highlighting your offering.
   - *Example*: "*ABC Software's real-time tracking eliminated manual entry.*"
3. **Results Section**: 2–3 data-driven quotes.
   - *Example*: "*Customer satisfaction scores rose from 70% to 95%.*"

Word Count Management:

- Target **250–600 words total for quotes** in a 2-page case study.
- Prioritize **high-impact statements**; cut weaker ones.

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5. Example Workflow

Raw Interview Transcript:

"It was chaotic—we'd double-book rooms weekly. After using your system, errors dropped to maybe 1%. Last quarter, we hosted 30+ events with zero complaints."

Organized & Refined:

- **Problem (Red)**: *"Double-bookings occurred weekly before ABC Software."*
- **Solution (Blue)**: *"ABC's system reduced booking errors to 1%."*
- **Result (Green)**: *"30+ events hosted last quarter with zero complaints."*

Key Takeaways

☑ **Transcribe manually** to catch nuances.
☑ **Color-code quotes** by theme for easy sorting.
☑ **Edit for brevity/clarity**, but preserve intent.
☑ **Get interviewee sign-off** on refined quotes.
☑ **Balance word count**—quotes should support, not dominate, the narrative.

Pro Tip: Use tools like Otter.ai for transcription, but always review manually for accuracy.

Lecture Notes: Writing a Case Study

1. Organizing the Case Study Content

- After conducting the interview and transcribing it:
  - Extract and edit key quotes.
  - Structure the narrative by blending the subject's words with your own writing.
  - Decide on a format (e.g., a two-sided sales sheet, digital PDF, or webpage).
  - Ensure alignment with company branding (consult the marketing team if needed).

Example:
If writing for a tech company, follow their existing case study templates (check DocSend.com for inspiration).

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2. Structuring the Narrative

- Follow a clear **Problem → Solution → Results** format.

- Use engaging section headers (not just "Problem" but "The Challenge: Scaling Amid Rapid Growth").
- Estimate word count (e.g., 600 words total: 200 per section).

Example:

- **Problem:** "The company struggled with slow customer support response times."
- **Solution:** "Implemented AI chatbots to handle 80% of queries instantly."
- **Results:** "Reduced response time from 24 hours to 5 minutes."

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3. Working with Quotes

- **Edit carefully:** Adjust quotes for flow, but **always get approval** from the interviewee.
- **Convert quotes into facts:** If a quote is too long, summarize it in your own words.
- **Revive unused quotes:** Revisit the interview for hidden insights.

Example:

- **Original Quote:** *"We were losing customers because our support was too slow."*
- **Edited for Flow:** *"Slow response times were driving customers away."* (Must get approval!)

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4. Writing the Opening Sentence

- **Hook the reader immediately**—introduce the "hero" (the client/company) early.
- Keep it engaging, not generic.

Example:

❌ *"This case study discusses X Company's challenges."*

☑ *"X Company was losing $50K monthly—until one change turned it around."*

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5. Finalizing the Case Study

- **Revise section headings** to make them catchy (e.g., "From Crisis to Growth").

- **Combine text with visuals** (photos, graphs, logos) for a polished look.
- Ensure the final version is **clear, concise, and client-approved**.

Next Step: Merge text with design elements (layout, branding) for a complete case study.

Key Takeaway: A case study is a **story**—balance facts with engaging storytelling while maintaining accuracy. Always get client approval before finalizing!

Managing the Case Study Review Process

Key Points & Step-by-Step Guide

1. Understanding the Challenge

- **Good News:** You've completed the first draft of your case study.
- **Bad News:** Now, you must manage multiple stakeholders (people) to get approvals and revisions.
- **Why?** People have opinions, delays happen, and miscommunication can derail the project.

2. Identifying Stakeholders

Stakeholders are people who must review/approve the case study. They fall into two categories:

- **Company Benefiting from the Case Study** (e.g., your business/client):
  - *Example:* If you're a solo entrepreneur, only you may review it.
  - In a large company, multiple teams (marketing, legal, design) may need to approve.
- **Company Being Profiled** (the customer/client featured in the case study):
  - *Example:* If you interviewed a manager, their boss or PR team may also need to approve.

3. Setting Up a Workflow

- **Why?** Without structure, reviews get delayed or conflicting feedback emerges.
- **How?**
  - **Step 1:** List all stakeholders and their roles (e.g., "Legal checks compliance, Marketing edits tone").
  - **Step 2:** Assign **specific tasks** (e.g., "Review only text, not design").
  - **Step 3:** Set **clear deadlines** (e.g., "Legal review due by Friday").
    - *Example:* If the final deadline is June 30, set internal deadlines (e.g., "Marketing reviews by June 20").

4. Managing Feedback Effectively

- **Why?** Unstructured feedback leads to confusion.
- **How?**
  - **Use Collaboration Tools** (Google Docs for text, Dropbox for design files).
    - *Example:* Google Docs allows live edits and tracks changes.
  - **Document All Approvals** (Save email confirmations, version histories).
    - *Example:* If Legal approves via email, save it to avoid disputes later.
  - **Limit Scope of Feedback**
    - *Example:* If a stakeholder is only reviewing facts, don't let them redesign graphics.

5. Handling Delays & Procrastination

- **Why?** One late reviewer can stall the entire project.
- **How?**
  - **Set Intermediate Deadlines** (e.g., "First draft feedback due in 3 days").
  - **Follow Up Politely but Firmly** (e.g., "Reminder: Your review is due tomorrow").
  - **Escalate if Needed** (e.g., "If we don't hear back by X date, we'll proceed without changes").

6. Finalizing & Publishing

- **Goal:** Get the case study approved and published.
- **How?**
  - Consolidate all feedback into one final version.
  - Get a final written sign-off (email/approval doc).
  - *Example:* Send a PDF for last-minute checks before publishing.

Key Takeaways

- ✔ **Define roles** (Who reviews what?).
- ✔ **Set deadlines** (When is feedback due?).
- ✔ **Use tools** (Google Docs, email trails).
- ✔ **Document approvals** (Avoid "I never agreed to that!").
- ✔ **Keep moving forward** (Don't let one person delay the project).

By following these steps, you'll streamline revisions and ensure your case study gets published efficiently.